

Firm Plans To Increase Ad Budgets

As part of its recently inaugurated program to plan its advertising more effectively, The McCarthy Co., with 17 branch offices in the L. A. metropolitan area, yesterday held the second in a series of meetings designed to train its salesmen in more effective use of newspaper advertising, announced Wilson Christian, sales manager.

Speaker at the meeting was John Ferguson, of the Los Angeles Examiner's classified division, who specializes in real estate advertising. Ferguson explained general and technical problems in ad planning and emphasized the importance of creating ads on the basis of markets to be reached, media to be used and class of buyers desired.

"The best time to advertise houses for sale," Ferguson said, "is between March and June when the market for selling is highest."

After the meeting, James H. McCarthy, vice president, announced that the McCarthy Co. plans to increase its advertising budget for 1956 from 10 to 20 per cent over that of 1955 on the basis of "increasing volume of business by our firm over last year" and because "additional branch offices during the past two months with a record number of new listings require the budget increase," McCarthy said.

STADIUM

SUN - MON - TUES.
John Payne-Rhonda Fleming
"Slightly Scarlet"
In Superscope and Color
Together With
John Lund-Dorothy Malone
"FIVE GUNS WEST"
In Color



CONFIRMATION CLASS . . . Thirty-four young people were confirmed at the morning worship services on Palm Sunday at the First Lutheran Church, Carson and Flower. Each of the class had completed two years of study under the pastors of the church in the fundamentals of the Christian faith as taught by the Lutheran Church. It is the practice of the church to begin the training of its youth when they are in the seventh grade.

More Than 100 Students Slated For Parts in El Camino Concert

More than one hundred El Camino College students will participate in the Fourth Annual Spring Concert, to be presented Sunday evening in the newly-dedicated Campus Theater. The program will open at 8 p.m.

The public is invited to attend the annual spring musical event without charge, President Forrest G. Murdick, announced. He stated that 33 persons will play in the college orchestra and that the concert choir, consisting of a capella choir and the community chorus, will feature 60 voices. The madrigal singers and brass choir will number 16 each.

Orchestra First

Opening the evening's program will be a series of numbers by the community orchestra, directed by Hamilton M. Maddaford. Selections to be presented are "La Dame Blanche Overture," Botexdieu; "Three Seventeenth Century Dutch Dances by Valerius and the first movement from Symphony No. 1 in C Major by Bizet.

Madrigal singers will offer "April Is In My Mistress Face" by Morley, "The Quarrel," arranged by Kosetz, and "Hard By A Fountain" by Waelrant. Kay Piercy, soprano, will sing

300 Women Expected

More than 300 women are expected to attend the annual Women's Institute of the Community Chest, which will be held Tuesday, April 17, 11 a.m. to 2:30, at the Ebell Club in Los Angeles.

Women from Southern California will hear Joan Leslie, screen and television actress, tell a case story from St. Anne's Maternity Hospital. Three other case histories will be presented by members of other Community Chest-supported agencies.

"Perles" by Bizet as sung by Hill and Sludmak.

Choir to Sing

The concert choir will present the following series of numbers: "Call to Remembrance," Farrant; "Crucifixus" (from "Mass in B Minor"), Bach; "Never Weather-beat Sail," Campion; "Stomp Your Foot," Copland-Everett; "Slave of Jesus," Lindsey, and "Ev'ry Time" arranged by Stanton.

The concert will close with selections from "The Student Prince," featuring Hill, the choir, and orchestra.

Directing the choir will be R. Neil Hill. Dr. Gordon Orme directs soloists, while Calvin Greer is the instructor of the brass choir group.

Accompanists for all numbers are Miss Kay Haga and Miss Doris Graf. Les Thomas, stage craft instructor, will serve as stage manager.

Hahn Plans To Use Gas Tax Funds for Office

Supervisor Kenneth Hahn severely disagreed last week with the policy of the other four supervisors in using gas tax funds to pay for a \$2,900,000 office building for road department employees.

"This money, which is raised for the improvement of roads, should be spent in building badly-needed new roads, improving an existing existing roads and installing traffic signals and other safety devices," Supervisor Hahn declared.

He declared that the building should be financed by the county board of retirement, or by some other method.

"Siphoning off money desperately needed for road improvement to use in buying land and erecting office buildings with it is wrong and I'm not for it," Hahn continued.

Deficiency Cited

He pointed out that a road department survey conducted two years ago established that it would require \$402 million to eliminate the county-wide road deficiency on major and secondary highways. Construction money spent for road improvement during the past two years has not been enough to even allow any elimination of this deficiency.

"We need better roads desperately. We need traffic signals, better street lighting and other safety devices. Yet in spite of this need, the board of supervisors is approving the diversion of \$2,900,000 to build an office building for road department employees."

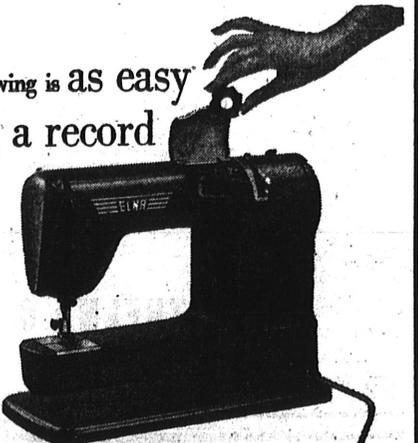
Land Budgeted

Hahn revealed that the county has already budgeted \$505,000 for purchase of the land for the building.

"The cost of the land and the building is more than the road department will spend the next fiscal year for road construction throughout the county," he declared. "A road department estimate shows that only \$3,326,000 will be available next year for highway construction throughout the county."

"The board of supervisors owes it to the public to spend gas tax money for road improvement, rather than office buildings. The money was collected from the motorists for road improvement and should not be diverted for other uses," Hahn concluded.

even the fanciest sewing is as easy as playing a record



NEW ELNA PORTABLE

the only machine that has all these features

There's a Magic Disc for every kind of stitch... some of them never before possible on a machine!

Stitching on knit fabrics don't break!

Stitches, necks and collar fabrics with 4-6-8-10-12-14-16-18-20-22-24-26-28-30-32-34-36-38-40-42-44-46-48-50-52-54-56-58-60-62-64-66-68-70-72-74-76-78-80-82-84-86-88-90-92-94-96-98-100-102-104-106-108-110-112-114-116-118-120-122-124-126-128-130-132-134-136-138-140-142-144-146-148-150-152-154-156-158-160-162-164-166-168-170-172-174-176-178-180-182-184-186-188-190-192-194-196-198-200-202-204-206-208-210-212-214-216-218-220-222-224-226-228-230-232-234-236-238-240-242-244-246-248-250-252-254-256-258-260-262-264-266-268-270-272-274-276-278-280-282-284-286-288-290-292-294-296-298-300-302-304-306-308-310-312-314-316-318-320-322-324-326-328-330-332-334-336-338-340-342-344-346-348-350-352-354-356-358-360-362-364-366-368-370-372-374-376-378-380-382-384-386-388-390-392-394-396-398-400-402-404-406-408-410-412-414-416-418-420-422-424-426-428-430-432-434-436-438-440-442-444-446-448-450-452-454-456-458-460-462-464-466-468-470-472-474-476-478-480-482-484-486-488-490-492-494-496-498-500-502-504-506-508-510-512-514-516-518-520-522-524-526-528-530-532-534-536-538-540-542-544-546-548-550-552-554-556-558-560-562-564-566-568-570-572-574-576-578-580-582-584-586-588-590-592-594-596-598-600-602-604-606-608-610-612-614-616-618-620-622-624-626-628-630-632-634-636-638-640-642-644-646-648-650-652-654-656-658-660-662-664-666-668-670-672-674-676-678-680-682-684-686-688-690-692-694-696-698-700-702-704-706-708-710-712-714-716-718-720-722-724-726-728-730-732-734-736-738-740-742-744-746-748-750-752-754-756-758-760-762-764-766-768-770-772-774-776-778-780-782-784-786-788-790-792-794-796-798-800-802-804-806-808-810-812-814-816-818-820-822-824-826-828-830-832-834-836-838-840-842-844-846-848-850-852-854-856-858-860-862-864-866-868-870-872-874-876-878-880-882-884-886-888-890-892-894-896-898-900-902-904-906-908-910-912-914-916-918-920-922-924-926-928-930-932-934-936-938-940-942-944-946-948-950-952-954-956-958-960-962-964-966-968-970-972-974-976-978-980-982-984-986-988-990-992-994-996-998-1000-1002-1004-1006-1008-1010-1012-1014-1016-1018-1020-1022-1024-1026-1028-1030-1032-1034-1036-1038-1040-1042-1044-1046-1048-1050-1052-1054-1056-1058-1060-1062-1064-1066-1068-1070-1072-1074-1076-1078-1080-1082-1084-1086-1088-1090-1092-1094-1096-1098-1100-1102-1104-1106-1108-1110-1112-1114-1116-1118-1120-1122-1124-1126-1128-1130-1132-1134-1136-1138-1140-1142-1144-1146-1148-1150-1152-1154-1156-1158-1160-1162-1164-1166-1168-1170-1172-1174-1176-1178-1180-1182-1184-1186-1188-1190-1192-1194-1196-1198-1200-1202-1204-1206-1208-1210-1212-1214-1216-1218-1220-1222-1224-1226-1228-1230-1232-1234-1236-1238-1240-1242-1244-1246-1248-1250-1252-1254-1256-1258-1260-1262-1264-1266-1268-1270-1272-1274-1276-1278-1280-1282-1284-1286-1288-1290-1292-1294-1296-1298-1300-1302-1304-1306-1308-1310-1312-1314-1316-1318-1320-1322-1324-1326-1328-1330-1332-1334-1336-1338-1340-1342-1344-1346-1348-1350-1352-1354-1356-1358-1360-1362-1364-1366-1368-1370-1372-1374-1376-1378-1380-1382-1384-1386-1388-1390-1392-1394-1396-1398-1400-1402-1404-1406-1408-1410-1412-1414-1416-1418-1420-1422-1424-1426-1428-1430-1432-1434-1436-1438-1440-1442-1444-1446-1448-1450-1452-1454-1456-1458-1460-1462-1464-1466-1468-1470-1472-1474-1476-1478-1480-1482-1484-1486-1488-1490-1492-1494-1496-1498-1500-1502-1504-1506-1508-1510-1512-1514-1516-1518-1520-1522-1524-1526-1528-1530-1532-1534-1536-1538-1540-1542-1544-1546-1548-1550-1552-1554-1556-1558-1560-1562-1564-1566-1568-1570-1572-1574-1576-1578-1580-1582-1584-1586-1588-1590-1592-1594-1596-1598-1600-1602-1604-1606-1608-1610-1612-1614-1616-1618-1620-1622-1624-1626-1628-1630-1632-1634-1636-1638-1640-1642-1644-1646-1648-1650-1652-1654-1656-1658-1660-1662-1664-1666-1668-1670-1672-1674-1676-1678-1680-1682-1684-1686-1688-1690-1692-1694-1696-1698-1700-1702-1704-1706-1708-1710-1712-1714-1716-1718-1720-1722-1724-1726-1728-1730-1732-1734-1736-1738-1740-1742-1744-1746-1748-1750-1752-1754-1756-1758-1760-1762-1764-1766-1768-1770-1772-1774-1776-1778-1780-1782-1784-1786-1788-1790-1792-1794-1796-1798-1800-1802-1804-1806-1808-1810-1812-1814-1816-1818-1820-1822-1824-1826-1828-1830-1832-1834-1836-1838-1840-1842-1844-1846-1848-1850-1852-1854-1856-1858-1860-1862-1864-1866-1868-1870-1872-1874-1876-1878-1880-1882-1884-1886-1888-1890-1892-1894-1896-1898-1900-1902-1904-1906-1908-1910-1912-1914-1916-1918-1920-1922-1924-1926-1928-1930-1932-1934-1936-1938-1940-1942-1944-1946-1948-1950-1952-1954-1956-1958-1960-1962-1964-1966-1968-1970-1972-1974-1976-1978-1980-1982-1984-1986-1988-1990-1992-1994-1996-1998-2000-2002-2004-2006-2008-2010-2012-2014-2016-2018-2020-2022-2024-2026-2028-2030-2032-2034-2036-2038-2040-2042-2044-2046-2048-2050-2052-2054-2056-2058-2060-2062-2064-2066-2068-2070-2072-2074-2076-2078-2080-2082-2084-2086-2088-2090-2092-2094-2096-2098-2100-2102-2104-2106-2108-2110-2112-2114-2116-2118-2120-2122-2124-2126-2128-2130-2132-2134-2136-2138-2140-2142-2144-2146-2148-2150-2152-2154-2156-2158-2160-2162-2164-2166-2168-2170-2172-2174-2176-2178-2180-2182-2184-2186-2188-2190-2192-2194-2196-2198-2200-2202-2204-2206-2208-2210-2212-2214-2216-2218-2220-2222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-4224-4226-4228-4230-4232-4234-4236-4238-4240-4242-4244-4246-4248-4250-4252-4254-4256-4258-4260-4262-4264-4266-4268-4270-4272-4274-4276-4278-4280-4282-4284-4286-4288-4290-4292-4